



## ENERGY STAR® QUALIFIED CEILING FANS



HELP YOUR CUSTOMERS MAKE A CHOICE  
THAT PROTECTS THE ENVIRONMENT FOR  
FUTURE GENERATIONS.

### WHAT IS ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. It identifies products in more than 40 product categories that use less energy without sacrificing performance.

### WHY SHOULD I CARRY ENERGY STAR QUALIFIED CEILING FANS?

With the continuing rise of energy costs and shortages, consumers are looking for new ways to cut their energy bills. ENERGY STAR qualified ceiling fans offer an easy way to do this without sacrificing style or comfort! Additional reasons include:

- > **Higher Profits:** ENERGY STAR qualified products are high-quality, long-life products that can be “up-sold” to the customer for increased profit.
- > **More Store Traffic:** This summer, a number of utilities will be promoting and/or providing rebates for ENERGY STAR qualified ceiling fans with lighting—driving customers to your store.
- > **Quality Assurance:** ENERGY STAR qualified ceiling fans offer the consumer a minimum 30-year motor warranty; 1-year warranty on fan components; and 2-year warranty on the light kit.
- > **Build Customer Loyalty:** Your customers will appreciate your commitment to helping them get more for their money.
- > **Good for the Environment:** When you use less energy, you help prevent air pollution associated with the generation of electricity. By 2010, ENERGY STAR qualified ceiling fans are projected to prevent more than 500 million pounds of air pollution!

### WHAT CEILING FAN PRODUCTS ARE AVAILABLE?

As of January 1, 2004, more than 25 companies have signed on as ENERGY STAR partners offering more than 100 ENERGY STAR qualified fan and light kit models (over 550 finishes) – this number continues to grow based on builder and consumer demand. Ask your manufacturer sales representative which models carry the ENERGY STAR and make sure that they are displayed with an ENERGY STAR hang tag.



THE ENERGY STAR LABEL  
IS NOW RECOGNIZED BY 56%  
OF CONSUMERS NATIONWIDE

## HOW DO CEILING FANS EARN THE ENERGY STAR?

ENERGY STAR qualified ceiling fans must meet minimum airflow (cubic feet per minute-CFM) and efficiency (CFM/Watt) requirements. The higher the CFM/Watt, the more efficient the ceiling fan is in moving air while using less electricity. Qualified light kits come with energy-efficient, long lasting pin-based fluorescent light bulbs that have been tested for performance and quality.

## SAVINGS AND BENEFITS TO THE CONSUMER

Sell these benefits to your customer:

- > **Comfort with Energy Savings:** ENERGY STAR qualified ceiling fans move air 20% more efficiently than conventional models, which means you get the same amount of cooling while using less energy. Adding an ENERGY STAR qualified light kit can save even more energy – as much as 50 percent compared to incandescent models.
- > **Dollar Savings:** ENERGY STAR qualified ceiling fans can save consumers \$15-25 a year; qualified fan/light combinations offer the greatest savings.
- > **Environmental Savings:** ENERGY STAR qualified ceiling fans help prevent air pollution associated with energy production.
- > **Year Round Savings:** By using the ceiling fan in the winter as well as in the summer and adjusting the thermostat during fan use, you could save even more on cooling and heating costs.

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.  
[www.energystar.gov](http://www.energystar.gov)



WE SELL  
ENERGY  
STAR